

CONSOLIDATING STRENGTHS.
BROADENING VISION.

 **PARAMOUNT**
CABLES
Annual Report 2009-10

यद्यदाचरति श्रेष्ठस्तत्तरेदेवेतरो जनः ।
स यत्प्रमाणं कुरुते लोकस्तदनुवर्तते ॥



LATE SHRI SHYAM SUNDER AGGARWAL

Founder - Paramount Communications Limited
(6.10.1936 - 6.12.1999)

// What a great man does,
is followed by others.
People go by the example he sets.//

- Bhagwad Gita, 3.21



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Corporate Information

BOARD OF DIRECTORS	Mr. Sanjay Aggarwal, Chairman and CEO Mr. Sandeep Aggarwal, Managing Director Mr. Satya Pal, Director Mr. S.P.S. Dangli, Director Mr. Vijay Bhushan, Director
REGISTERED OFFICE	C-125 Naraina Industrial Area, Phase-1, Naraina, New Delhi - 110 028, India Phone(s): +91-11-45618800, 900, +91-11-25897421-30 Fax: +91-11-25893719, 20 E-Mail: pcl@paramountcables.com Website: www.paramountcables.com
WORKS	Unit 1: SP-30A, SP-30B, E-31, SP-76 (Part), SP-77 and SP-77A, Khushkhhera Industrial Area, Distt. Alwar, Rajasthan, India Unit 2: Plot No. 37, Industrial Estate, Dharuhera, Haryana, India
AUDITORS	Jagdish Chand & Co. Chartered Accountants, New Delhi, India
BANKERS	State Bank of India State Bank of Patiala Dena Bank Standard Chartered Bank ICICI Bank Limited Yes Bank Limited Barclays Bank PLC The Hongkong and Shanghai Banking Corporation Limited
REGISTRAR & SHARE TRANSFER AGENTS	M/s. Link Intime India Private Limited A-40 Naraina Industrial Area, Phase-II, New Delhi - 110 028, India Phone No: +91-11-51410592-594(3 Lines) Fax No.: +91-11-51410591
CHIEF COMPLIANCE OFFICER	Mr. Ratan Aggarwal
KEY MANAGEMENT PERSONNEL	<ol style="list-style-type: none"> 1. Manmeet Singh Anand - Head - Business Development 2. Ratan Aggarwal - CFO & Company Secretary 3. D. S. Muchhal - President Operations (Dharuhera unit) 4. G. D. Singh - President Operations (Khushkhhera unit) 5. Ravi Prakash Gupta - Vice President (Commercial) 6. R. K. Marwah - Vice President (Technical) 7. S. K. Suri - General Manager (Marketing) 8. N. K. Gupta - General Manager (Accounts & Finance) 9. R. S. Vohra - General Manager (Quality) 10. Kailash Pareek - Sr. Deputy General Manager-Marketing 11. Sumer Misri - Deputy General Manager-Marketing 12. Rajeev Gupta - Deputy General Manager-Marketing 13. Sanjay Gupta - Deputy General Manager-Commercial (Khushkhhera unit) 14. B. P. Bhardwaj - Deputy General Manager-Commercial (Dharuhera unit) 15. R. Gourinath - Assistant General Manager-Marketing 16. Arvind Gupta - Assistant General Manager-Production Planning (Khushkhhera unit) 17. Mr. S. L. Vaishya - Assistant General Manager-Production Planning (Dharuhera unit) 18. Ajay Dhar - Assistant General Manager-EDP & IT 19. Amit Gupta - Chief Manager (Legal Affairs) & Dy. Company Secretary 20. R. S. Tanwar - Chief Manager-Marketing 21. Ashwani Chadha - Chief Manager-Design

Year Under Review 2009-2010





Consolidating strengths. Broadening vision.

A year of consolidation of the existing nucleus of our deep-rooted strengths, defined by strategic augmentation of our associations and focused enhancement of our skills.

A period of innovative engineering and pioneering development, characterized by new additions to our exhaustive range of specialized and revolutionary offerings.

That was 2009-10 for Paramount Cables. A year where we mapped out our future strategy by broadening the frontiers of our vision.



As we moved forward to service next-generation cabling requirements, we embarked on a journey that extended beyond the tradition.

With a robust business model and the exceptional acumen of our people, we focused our energies towards unfolding opportunities in new arenas of growth.

Revolutionizing cabling technology to meet niche and specialized global needs, we engaged ourselves in delivering high-end supply cables to help us build the next generation of aircraft carriers for the British Naval fleet.

Investing significantly into our strategic acquisition, we strived to further consolidate the gains secured through our UK subsidiary, AEI Cables.

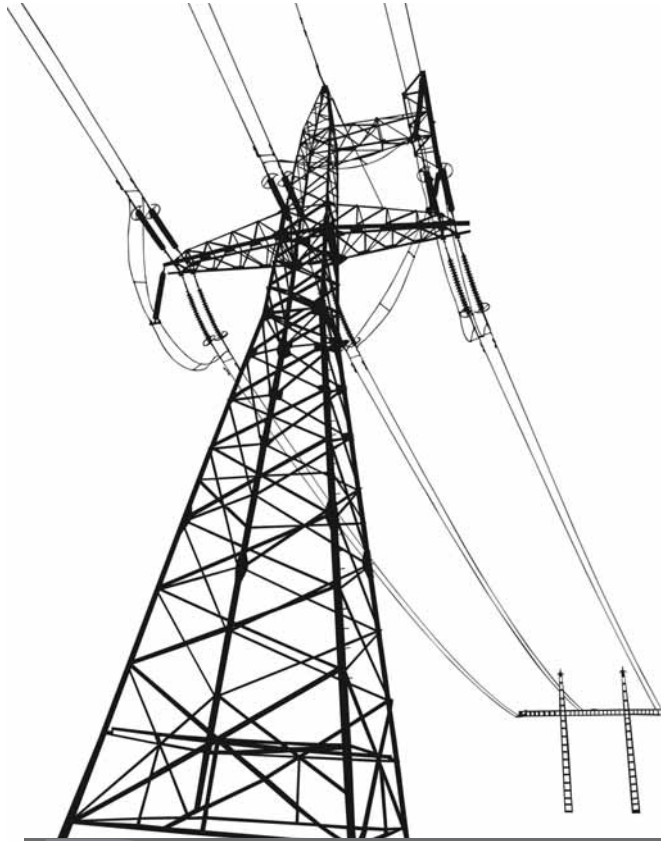
Foraying into the fast-growing domestic retail Copper Flexible and Building wires segment, we opened a new chapter in specialized cable manufacturing with India's first non-toxic wires.

Leveraging our long-standing presence and excellent track-record, we explored opportunities to strengthen our operations, particularly in the Power sector.

Capitalizing on our deep-rooted expertise and long-standing experience, we endeavored to deliver excellence in quality and performance across our business modules.

Honing our capabilities in high-end manufacturing, we successfully developed products that would deliver the best value to our customers and all our stakeholders.





Pioneering a new revolution in cables

Our mission and driving force

- To empower the nation by servicing every cabling and wiring need of its people, economic sectors and industries.
- To develop and strengthen the 'Paramount Cables' brand into a hallmark for the global cables industry.
- To set industry benchmarks in every area of our business, right from manufacturing, usage of modern technology and quality to safety, labour welfare, client servicing and transparent corporate governance policies.
- To adopt an environment-friendly growth policy and contribute meaningfully to the development of the society in the best possible manner.
- To deliver exceptional value to all stakeholders.

A DIVERSIFIED AND DE-RISKED BUSINESS MODEL

Primed to reach across frontiers and crafted to deliver value across sectors, Paramount Communications Ltd. (hereafter called the Company) is amongst the largest cable manufacturers in India.

With a diversified portfolio of products, servicing the core and prime infrastructure sectors of the economy, including power, telecom, construction, railways, defense, space research and industry, the Company specializes in offering custom-made specialty cables developed through strong in-house R&D, sound engineering practices, comprehensive design and

development skills, exhaustive manufacturing capacities and robust technological prowess.

Established in 1955, Paramount has since emerged as the first and only cables MNC in the Indian cable industry with a diverse and flexible product mix designed to meet expanding market requirements.

Part of the Paramount group of companies, Paramount Communications Ltd. has versatile multi-product manufacturing capabilities designed to meet all our customer requirements. Servicing the cabling needs of all the major infrastructure segments, the Company specializes in

Telecommunications, railways, power, construction and space research to thermal and nuclear power plants, petrochemical, fertilizers, steel, electronics and various other industries.



customisation of cables for use in the most hazardous environments. Paramount is also the only vendor in the country with almost zero rejection rates for Axle Counter cables.

Paramount's UK subsidiary, AEI Cables is one of the world's oldest cable companies, which is credited with creating the foundations of modern communication through the manufacture and laying of the first sub-sea telegraph cable to India through the Persian Gulf in 1863.

OUR EXTENSIVE MANUFACTURING FACILITIES

International grade, state-of-the-art facilities that are equipped with the best-in-class machinery to manufacture virtually every type of cable, has led to Paramount becoming a preferred choice for its Indian and global customers.

Listed on both BSE and NSE, Paramount has two world-class manufacturing plants located at Khushkhera, Rajasthan and Dharuhera, Haryana besides AEI's manufacturing facilities at Birtley, England, to steer its manufacturing capacities to exceptional levels of growth.

Endorsing their world-class stature, both the manufacturing units in India have been awarded ISO 9001:2008 and ISO 14001:2004 certification by SMR International Certifications, South Korea, for the complete range of cables manufactured by Paramount. The plants are fully equipped with the latest

machinery and high-end testing equipment to ensure supreme quality and reliability of all Paramount products.

The Khushkhera complex has a state-of-the-art facility to manufacture a wide range of Optical Fibre Cables (OFC) and has now been installed with a Copper Flexible and Building wires manufacturing unit to cater the growing domestic market. The Company has recently forayed into the Copper Flexible and Building wires segment with an extensive range of cables and offers an environment-friendly Lead Free, Zero Halogen, Low Smoke option, the most superior fire performance product in the Indian market today.

OUR WIDE SPECTRUM OF PRODUCT OFFERINGS

Every type of cable to meet every kind of need. That is the foundation on which Paramount's spectrum of product offering is built, an offering as diverse as the fast-growing sectors which the Company serves – from telecommunications, railways, power, construction and space research to thermal and nuclear power plants, petrochemical, fertilizers, steel, electronics and various other industries.



Consolidating strengths. Broadening vision.

Paramount's range of product offerings across its key segments includes:



Power

- High Tension (HT) and Low Tension (LT) Power Cables
 - Aerial Bunch Cables (ABC)
 - Control and Instrumentation Cables
- Thermocouple Extension and Compensating Cables
 - Fire Resistant Low Smoke Cables



Railways

- Signalling Cables
- Axle Counter Cables

OUR GLOBAL CLIENT PORTFOLIO

A growing clientele spanning government and public sector enterprises, along with major private sector players, bear testimony to the Company's quality levels, within India and across the globe.

Paramount has an impressive client portfolio that includes top-notch public sector organizations in India, such as NTPC, BHEL, PGCIL, BSES Rajdhani Power Ltd., BSES Yamuna Power Ltd., L & T, Reliance Energy Ltd., Reliance Industries Ltd, Siemens, BSNL, MTNL, Essar Oil, Essar Steel, Indian Railways.

The Company also services global clients across 20 countries, including Russia, UK, Ukraine, Sri Lanka, Kenya, Jordan, Iraq, Tanzania & Qatar. The Company has two wholly owned subsidiaries – Paramount Holdings Ltd., Cyprus and AEI Cables Ltd., Birtley, UK.

OUR QUALITY AND RELIABILITY ASSURANCE

Emphatic focus on manufacturing excellence, technological

advancement and customer satisfaction endorse the Company's quality hallmarks across the value chain of its offerings. The Company has stringent in-house process controls and quality assurance experts to enable timely delivery of quality products. The manufacturing process of Paramount cables is subjected to a high level of scrutiny at every stage - right from the procurement of raw materials till the final dispatch of the finished goods, ensuring reliability of the highest order.

Paramount was the first Company to be awarded the National Entrepreneurship Award 1984, by the President of India for outstanding achievement in the field of Wire and Cable Manufacturing. Other awards such as the IMM Marketing Gold Award in 1992 and the AIMO Visvesvaraya Entrepreneurship Award in 1994 also underline the Company's quality credentials.

The Company's products meet technological parameters and specifications of prestigious national and international agencies, with major accreditations and approvals from its clients a significant value-addition for its quality hallmark. Paramount's long track record and ability to service client needs